

**From:** [David Gray](#)  
**To:** [Althea Foster](#)  
**Cc:** [Jones.Nancy@epamail.epa.gov](mailto:Jones.Nancy@epamail.epa.gov); [Steve Mason](#)  
**Subject:** Fw: SMS Text Project - Summary & Update  
**Date:** 05/29/2010 08:18 AM

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Althea,

Can the EU help me to get information out about our sampling results via our SMS service? I am not hearing much information to release on air or water data. I am trying to figure out a better way to get this information so I can send it out. Ideally - we'd have something to say every day. Below is information about the service and examples of messages.

We can do them. We just need the information and data.

David

----- Forwarded by David Gray/R6/USEPA/US on 05/29/2010 08:10 AM -----

#### **SMS Text Project - Summary & Update**

**David Gray** to: Dale Perry

05/21/2010  
08:40 AM

Cc:

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Area Command has approved the SMS text project for deployment. The process will be managed by the JIC and include other agencies besides EPA. Basically, individuals can voluntarily sign up for information alerts to their cell phones. They send specific 'language' to a 5 digit number and are automatically signed up for alerts either by topic or state boundary. Is can sign up for more than one list. At any point - individuals can cancel their subscription by sending 'Stop Gulf' to be removed from the distribution list.

Below are the categories that the JIC will support. Each Agency can provide 140 character SMS text messages through their JIC contact for distribution. Everyone is encouraged to use this tool wisely as cost is passed on to the consumer - and we don't want consumer 'burn-out' to occur from flooding cell phones.

For EPA - our main two categories are Air and Water. These lists provide us the opportunity to send information directly to individuals. (See examples from my earlier email). Dale and I will work up a process for getting our 'best' data update out on the SMS texting system each day. Ideally - we will take the daily data report and refine a statement like the earlier examples. After Dale and I get the system operational and running - I suggest we turn it over

to the EPA PIO team in Robert to run this process.

The JIC will be announcing this service soon (possibly today). Our goal will be to support them by both echoing the announcement but also spreading the word among NGOs so the sign-up lists grow quickly. The JIC will also have instructions on the [www.deepwaterhorizonresponse.com](http://www.deepwaterhorizonresponse.com) Web site which we can link or copy on [www.epa.gov/bpspill](http://www.epa.gov/bpspill).

The JIC will manage the process, database, and outputs through the PIER system. They will also monitor feedback and improve/modify the SMS texting system over time.

Topic Based:

Air@gulf to 84469  
Water@gulf to 84469  
Beach@gulf to 84469  
Fishing@gulf to 84469  
News@gulf to 84469

Location based:

AL@gulf to 84469  
MS@gulf to 84469  
FL@gulf to 84469  
LA@gulf to 84469

▼ Re: SMS examples

▼ David Gray---05/19/2010 07:38:10 AM---Dale, Here are some language examples that I hope we can generate for SMS texting alerts. These are

From: David Gray/R6/USEPA/US  
To: Dale Perry/DC/USEPA/US@EPA,  
Date: 05/19/2010 07:38 AM  
Subject: SMS examples

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Dale,

Here are some language examples that I hope we can generate for SMS texting alerts. These are not real. They reflect the ideal information that would be included in the message - that is:

- 1) chemical or substance name - if detected
- 2) sampling period
- 3) sampling location
- 4) identifier and date

5/10 EPA Air Data: No elevated levels of chemicals were measured at any of the 9 stationery air monitoring stations on the Gulf on 5/9.

5/10 EPA Air Data: Mobile lab measured slightly elevated levels of benzene off Hwy 33 in Venice on 5/9.

5/10 EPA Air Data: Mobile lab investigated odor complaints in Duloc. No elevated levels of chemicals were discovered.

5/10 EPA Air Data: Aspect Airplane found no elevated levels of chemicals from offshore controlled burn of oil on 5/8.

5/10 EPA Water Data: Moderate concentrations of oil and dispersant have been identified in 3 water samples collected near Venice on 5/6.

5/10 EPA Sediment Data: Moderate levels of oil measured in 13 sediment samples taken 0.5 miles offshore in Biloxi, MS on 5/4. No dispersants

David